

Objective 1.3 Caregiver Awareness Campaign

Wisconsin's Implementation of the National Strategy to Support Family Caregivers

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Why This Goal?

- Research shows caregiver self-identification is a barrier to support.
- Many caregivers only learn of services by chance.
- Awareness is crucial to connecting caregivers with resources.



Current & Ongoing Efforts

- Relaunch of Trualta
- Enhancements to [WisconsinCaregiver.Org](https://www.wisconsin caregiver.org) more user-friendly, increased readability and additional resources.
- Dedicated Marketing Campaign
 - Messaging focus: caregiver self-identification, access to supports, and promote self-care for sustainability
 - Dissemination Partners List - over 180
 - Social media posts with themed days



Current & Ongoing Efforts (cont.)

Marketing Campaign (cont.)

- Development of FOUR awareness videos for social media and coordinator use.
 - [General Audience](#)
 - Service Providers, Employer, and Lifespan Caregiving – Coming Soon!



Current & Ongoing Efforts (cont.)

- Soft Launch for 2025 National Family Caregiver Marketing Toolkit underway.
 - NEW: **Caregiver Connections** - interactive livestream on Tuesdays
 - Articles & resources to be used year-round
- Caregiver Postcard Project exhibit: In Care Of at the Nancy Nicholas Hall on UW-Madison's campus



TURN & TALK:

Reflecting on these tools:

- What excites you about these efforts?
- How do you see using them in your community?
- What obstacles can you imagine?



Future Awareness Efforts

Next steps

- Getting the word out about Trualta and the website update
- Making good use of the awareness videos - embedding them in partner websites, etc.
- Additional efforts
 - Library displays?
 - Awareness-raising presentations?
 - Presence at local caregiving conferences and health fairs?
 - Collecting video or audio stories from caregivers?
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You can help by:

- Ensuring that your org's website links to Wisconsincaregiver.org
- Sharing WFACSA posts during National Family Caregiver Month
- Embedding the videos and sharing with partner orgs



Small Group Feedback

1. **Thinking about OUR work,**
 - a. How do make it so that caregivers are bumping into this information?
 - b. What are we missing? What are our blind spots from your perspective as the “boots on the ground”?
 - c. Any other input?
2. **Thinking about YOUR work,**
 - a. What good work is happening in your community around caregiver awareness? Go ahead and brag!!
 - b. We know you often get more referrals than you can accommodate. Is there a way for us to use these tools to lead people directly to resources to lighten your load?



Small Group Feedback

3. Thinking about **COLLABORATION**,

- a. What are some ways we can engage with caregivers to capture their stories?
- b. What are some events/conferences/etc. we should be sure to attend?

THANK YOU!!

